

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**In the claims**

1. (Previously presented) A matching network system comprising:  
communication devices,  
servers comprising an application structured as a probabilistic finite state machine for tailoring the functionality of the application to a specific user and for predicting behavioral models based on actions of the specific user on the application to establish one or more personality states on the application, wherein the servers selectively maintain on the communication devices the probabilistic finite state machine and the behavioral models,  
communication channels coupled to the communication devices and the servers,  
wherein the communication devices and the servers interact to allow an individual communication device user to maintain a plurality of personality profiles comprising public personality profiles and private personality profiles, states and the behavior models,  
wherein the communication devices and the servers interact to allow forming one or more groups comprising individuals, the groups based on individual personality profiles,  
wherein the communication devices and the servers interact to allow the group to maintain a plurality of personality profiles, states and the behavior models,  
wherein the communication devices and the servers interact to allow communication between individuals based on selected personality profiles,  
wherein the communication devices and the servers interact to allow communication between the individuals and groups based on personality profiles,  
wherein the communication devices and the servers interact to allow information acquirement based on personality profiles,  
wherein the communication devices and the servers interact to execute transactions based on at least one of individual and group personality profiles, wherein transactions comprise commerce transactions, wherein the probabilistic finite state machine demonstrates behavior and learning based on at least one of a current personality state, the personality

profile, the group personality profile, a product profile, a service profile, and a communication device profile,

wherein the communication devices and the servers interact to allow a profile to be constructed/deconstructed into a plurality of profile components,

wherein the communication devices and the servers interact to allow maintaining the profile components on the communication device, a local server and or network servers,

wherein the communication devices and the servers interact to allow recompiling a profile dynamically for use on the communication device,

wherein the communication devices and the servers interact to allow encrypting the profile components and a profile,

wherein the communication devices and the servers interact to allow selecting and using a profile in communication and transactions.

2. - 8. (Canceled)

9. (Previously presented) A matching network system comprising:

at least one communication device,

servers communicating with the communication device and comprising an application structured as a probabilistic finite state machine for tailoring the functionality of the application to a specific user and for predicting behavioral models based on actions of the specific user on the application to establish one or more personality states on the application, wherein the servers selectively maintain on the communication device the probabilistic finite state machine and the behavior models,

wherein the communication devices and the servers interact to allow products and services to be characterized by a plurality of personality profiles, comprising product personality profiles, service personality profiles, states and the behavior models,

wherein the communication devices and the servers interact to allow matching the product personality profiles with user personality profiles, and for matching the service personality profiles with the user personality profiles, wherein users comprise consumers,

wherein the communication devices and the servers interact to allow configuration and selection of products by the product personality profiles and the services by service personality profiles,

wherein the communication devices and the servers interact to allow selection of at least one of products and services and for execution of commerce transactions comprising purchasing at least one of products and services wherein the probabilistic finite state machine demonstrates behavior and learning in response to the commerce transactions based on at least one of the state, the personality profile, the product personality profile, the service personality profile, and a communication device profile,

wherein the communication devices and the servers interact to allow a profile to be constructed/deconstructed into a plurality of profile components,

wherein the communication devices and the servers interact to allow maintaining the profile components on the communication device, a local server and or network servers,

wherein the communication devices and the servers interact to allow recompiling a profile dynamically for use on the communication device,

wherein the communication devices and the servers interact to allow encrypting the profile components and a profile,

wherein the communication devices and the servers interact to allow selecting and using a profile in communication and transactions.

10. (Previously Presented) A matching network system of claim 9 comprising:
  - RF tags corresponding to products and services,
  - wherein the communication devices and the servers interact to allow coding the RF tags with the product personality profiles and the service personality profiles,
  - wherein the communication devices and the servers interact to allow communicating with the RF tag by means of the communication device,
  - wherein the communication devices and the servers interact to allow conducting a commerce transaction by means of the communication device.

11. (Previously Presented) A matching network system of claim 1 wherein the communication devices and the servers interact to allow the user to create questions in one or more categories,

wherein the communication devices and the servers interact to allow maintaining said questions in a database,

wherein the communication devices and the servers interact to allow answering said questions and maintaining the answers in the database,

wherein the communication devices and the servers interact to allow associating the questions and the answers,

wherein the communication devices and the servers interact to allow the user to assign weights to the question, answer and or question-answer pairs,

wherein the communication devices and the servers interact to allow using the questions and the answers to generate one or more weighted private and public personality profiles for the user,

wherein the communication devices and the servers interact to allow the user to be characterized by one or more weighted private and public personality profiles,

wherein the communication devices and the servers interact to allow maintaining the private and public personality profiles in the database and in lookup tables,

wherein the communication devices and the servers interact to allow associating the personality profiles with one or more behavior models of the user.

12. (Currently amended) A matching network system of claim 1 wherein the communication devices and the servers interact to allow a user to query another user with questions in one or more categories,

wherein the communication devices and the servers interact to allow each user to associate the questions of one user with the answers of the other user,

wherein the communication devices and the servers interact to allow assigning weights to the question answer pairs,

wherein the communication devices and the servers interact to allow maintaining said question and answers in a database and lookup tables,

wherein the communication devices and the servers interact to allow each user to define rule sets comprising at least one rule for each personality profile,

wherein the communication devices and the servers interact to allow enabling the personality [[of ]] profile of the user to be checked to conform to the rules,

wherein the communication devices and the servers interact to allow ensuring that the interactions between the users conform to the rules set by each user,

wherein the communication devices and the servers interact to allow developing and enabling the behavior model for each user,

wherein the communication devices and the servers interact to allow enabling interaction between users utilizing the user selected personality profiles.

13. (Previously Presented) A matching network system of claim 1 comprising:

wherein the communication devices and the servers interact to allow characterizing a user with a plurality of private and public personality profiles,

wherein the communication devices and the servers interact to allow the user to select from a plurality of private and public personality profiles for one or more types of communication,

wherein the communication devices and the servers interact to allow the utilization of said personality profiles for communication between one or more users, said users having matched or unmatched personality profiles.

14. (Previously Presented) A matching network system of claim 1 comprising

wherein the communication devices and the servers interact to allow associating a personality TAG with at least one personality profile,

wherein the communication devices and the servers interact to allow associating a plurality of states with the personality profile,

wherein the communication devices and the servers interact to allow holding a desired state for a finite period of time

wherein the communication devices and the servers interact to allow altering the state and holding a different state,

wherein the communication devices and the servers interact to allow associating a state TAG with at least one state, comprising a state of a user, a state of a website, a state of a web page, a state of a product and a state of a service.

15. -18. (Canceled).

19. (Previously Presented) A matching network system of claim 1, wherein the communication devices and the servers interact to allow the individual to form a personal matching network comprising a plurality of other individuals of same or different personality profiles,

wherein the communication devices and the servers interact to allow creating a personal matching network comprising the group of matched individuals and the group of unmatched individuals,

wherein the communication devices and the servers interact to allow inviting other individuals to join the user's personal matching network,

wherein the communication devices and the servers interact to allow negotiation of admission and denial of admission,

wherein the communication devices and the servers interact to allow forming subnets consisting of one or more individuals for specific purposes,

wherein the communication devices and the servers interact to allow inclusion of one or more groups that the user is a member of in the personal matching network of the user,

wherein the communication devices and the servers interact to allow setting permissions to enable or disable relationship mining by other individuals or groups,

wherein the communication devices and the servers interact to allow masking the users membership in the groups or other personal matching networks,

wherein the communication devices and the servers interact to allow managing the personal matching network by means of the software resident on the communication device itself and or the local or network servers.

20. (Previously Presented) A matching network system of claim 1, wherein the communication devices and the servers interact to allow establishing groups with personality profiles and behavior models,

wherein the communication devices and the servers interact to allow establishing and implementing the rules via the rules processor,

wherein the communication devices and the servers interact to allow negotiation between two or more groups to establish a group to group relationship,

wherein the communication devices and the servers interact to allow matching of the groups and collaboration,

wherein the communication devices and the servers interact to allow managing the groups by means of the communication device itself and or the local or network server and the management software resident on them.

21. (Previously Presented) A matching network system of claim 1:

wherein the communication devices and the servers interact to allow forming super groups comprising one or more groups and individuals,

wherein the communication devices and the servers interact to allow defining the super group personality profiles,

wherein the communication devices and the servers interact to allow negotiation with a plurality of groups to join the super group,

wherein the communication devices and the servers interact to allow administering the super group,

wherein the communication devices and the servers interact to allow utilizing the communication device and or the local or network servers and the software resident on them,

wherein the communication devices and the servers interact to allow mining relationships of groups and members based on user defined permissions.

22. - 23. (Canceled).

24. (Previously presented) A matching network system comprising:

a server; and

a mobile device coupled to the server, wherein the mobile device comprises an application structured as a probabilistic finite state machine for tailoring the functionality of the mobile device application to a specific user and for predicting behavioral models based on actions of the specific user on the application to establish one or more personality states on the application, protocols, and behavior and learning logic;

wherein the server and the mobile device communicate to provide interaction between at least one of a personality profile of a user that uses the probabilistic finite state machine to demonstrate behavior and learning, a group profile that uses the probabilistic finite state machine to demonstrate behavior and learning, at least one of a product and a service profile that uses the probabilistic finite state machine to demonstrate behavior and learning, and a device profile that uses the probabilistic finite state machine to demonstrate behavior and learning,

wherein the mobile device and the server interact to allow a profile to be constructed/deconstructed into a plurality of profile components,

wherein the mobile device and the server interact to allow maintaining the profile components on the mobile device, a local server and or network servers,

wherein the mobile device and the server interact to allow recompiling a profile dynamically for use on the mobile device,

wherein the mobile device and the server interact to allow encrypting the profile components and a profile,

wherein the mobile device and the server interact to allow selecting and using a profile in communication and transactions.

25. (Previously presented) The system of claim 24, wherein the mobile device includes a positioning system that determines a location of the mobile device, wherein the server and the mobile device communicate to provide location-based matching between a user and other individual users based on at least one of the personality profile of the user, a product profile, and a service profile.

26. (Previously presented) The system of claim 24, wherein the server and the mobile device interact to enable learning and predictive behavior between the user and at least one of

other individuals, networks, groups, product profiles, service profiles, and device profiles, the learning and predictive behavior based on at least one of past behavior, user feedback, and recommendations.

27. (Currently Amended) A matching network system comprising:

a server comprising an application structured as a probabilistic finite state machine for tailoring the functionality of the application to a specific user and for predicting behavioral models based on actions of the specific user on the application to establish one or more personality states on the application, protocols, and behavior and learning logic; and

a mobile device coupled to the server, wherein the server selectively maintains on the mobile device the probabilistic finite state machine, the protocols, and the behavior and learning logic, wherein the mobile device includes a positioning system that determines a location of the mobile device;

wherein the server and the mobile device communicate to provide location-based matching between at least one of a personality profile of a user that uses the probabilistic finite state machine to demonstrate behavior and learning, a group profile that uses the probabilistic finite state machine to demonstrate behavior and learning, at least one of a product and a service profile that uses the probabilistic finite state machine to demonstrate behavior and learning, and a device profile that uses the probabilistic finite state machine to demonstrate behavior and learning,

wherein the mobile device and the server interact to allow a profile to be constructed/deconstructed into a plurality of profile components,

wherein the mobile device and the server interact to allow maintaining the profile components on the mobile device, a local server and or network servers,

wherein the mobile device and the server interact to allow recompiling a profile dynamically for use on the mobile device,

wherein the mobile device and the server interact to allow encrypting the profile components and a profile,

wherein the mobile device and the server interact to allow selecting and using a profile in communication and transactions.

28. (Previously presented) A matching network system comprising:

a server comprising an application on the web structured as a probabilistic finite state machine for tailoring the functionality of the application to a specific user and for predicting behavioral models based on actions of the specific user on the application to establish one or more personality states on the application, protocols, and behavior and learning logic; and

a mobile device coupled to the server, wherein the server selectively maintains on the mobile device the probabilistic finite state machine, the protocols, and the behavior and learning logic;

wherein the server and the mobile device communicate to provide learning, predictive behavior, and past behavior modeling between at least one of a personality profile of a user that uses the probabilistic finite state machine to demonstrate behavior and learning, a group profile that uses the probabilistic finite state machine to demonstrate behavior and learning, at least one of a product and a service profile that uses the probabilistic finite state machine to demonstrate behavior and learning, and a device profile that uses the probabilistic finite state machine to demonstrate behavior and learning,

wherein the mobile device and the server interact to allow a profile to be constructed/deconstructed into a plurality of profile components,

wherein the mobile device and the server interact to allow maintaining the profile components on the mobile device, a local server and or network servers,

wherein the mobile device and the server interact to allow recompiling a profile dynamically for use on the mobile device,

wherein the mobile device and the server interact to allow encrypting the profile components and a profile,

wherein the mobile device and the server interact to allow selecting and using a profile in communication and transactions.